From: John Del Vecchio, CFA <Fool@foolsubs.com>
Sent: Saturday, September 18, 2010 12:33 PM
To: Hanchett, James (DPH)
Subject: We're closing Tuesday, 11:59 pm -- or sooner

Motley Fool BIG Short -- I'm sorry we are going to have to close the doors...

"In the long run, trouble awaits managements that paper over operating problems with accounting maneuvers." -- Warren Buffett

Dear Fellow Investor,

This has got to be our most spirited service launch ever.

John Del Vecchio has already made his first BIG Short recommendation (you're not too late to get in) and the response from new members has been fantastic. Here's some of what your fellow investors are saying about John and *Motley Fool BIG Short*...

> "I've had the opportunity to hear John speak at conferences. My take is that he's one heck of a smart analyst who has a Klarman-esque focus on detail in his work. I wouldn't be here if I didn't already think highly of him!" – *Dave S., Milwaukee, WI*
>
> "I signed up for this service as much for learning about forensic accounting and red flags as for the needed skills to short profitably." -- *C. R., Calgary, AB*
>
> "This is a service for people like me who have worked with enough senior managements to say 'why can't they see what's coming?' If you can't get them to wake up, at least now you can profit from it." -- *Rick G., Lakeville, MN*

I'm especially pleased that so many new members -- even those like Rick from Michigan who are not ready to short individual stocks out of the gate -- recognize that unlimited access to John Del Vecchio's proprietary EQ Scan model is worth the entire cost of the service...

> "I am very impressed with the EQ Scan and see myself using it even if I don't short a company. The information available is helpful for any company you are researching. I highly recommend it." -- *Rick M., New Hudson, MI*

In fact, about the only thing that DOESN'T please me about the launch is that we will have to close the doors... **at 11:59 p.m. Tuesday, September 21, 2010**... *at the very latest.*

Given the number of seats left, we'll likely have to shut down sooner (if you click the link at the bottom of this invitation and are directed to a wait list, please add your name. I'll be in touch if and when we open the service again).

If you're interested in shorting stocks for big gains or merely looking to screen your long portfolio for ticking time bombs, I encourage you to read the enclosed invitation as soon as possible. Even if you're not interested in investing today, you'll really want to hear what John Del Vecchio has to say.

Regards,

Tom Gardner
Co-founder, The Motley Fool

"The Greatest Trade Ever"

How on Earth did one guy pocket $3.7 BILLION in a single year? He had 3 critical advantages detailed below. Now a top forensic accountant says he can put them to work for you, too. But you may have to act in the next 36 hours...

Dear Serious Investor,

In June 2006, a hedge fund manager from Queens quietly laid down the bet of the century.

Eighteen months later, he personally walked off with $3.7 billion. Michael Lewis, best-selling author

of *The Blind Side,* wrote a book about it. *The Wall Street Journal*'s Gregory Zuckerman called it "The Greatest Trade Ever."

But let's be real. You and I will probably never make a $3.7 billion trade.

Not without inside information. Or privileged access to arcane derivatives and "bespoke" credit swaps manufactured exclusively for us by double-dealing Wall Street investment banks.

Certainly not without a willingness to take on massive leverage and essentially bet *against* the future of America. That jazz might play over at Goldman Sachs, but it's not what we're about here at The Motley Fool.

But we *are* about making money!

And let's be real again: It wasn't all inside access and trading-desk buddies that earned John Paulson -- the obscure hedge fund manager from Queens -- more money in one year than most Wall Street fat cats take home in a lifetime.

It sure as heck isn't what earned fellow hedge fund manager Jim Chanos tens of millions betting on the collapse of Enron in a little over year... or the notorious George Soros a cool $1 BILLION on the British pound in a SINGLE DAY in 1992.

In fact, all three billionaire investors enjoyed ***three critical advantages*** over the traditional buy-and-hold strategies you normally hear about from The Motley Fool -- and are probably relying on to manage your own portfolio in this wealth-draining market.

But what if we could change all that? Well, we can. In the next 15 minutes...

IF you are one of a few investors (roughly 4% of those who requested this announcement today) who make an important decision and burst through an unprecedented window of opportunity I expect to slam shut extremely quickly.

Don't worry. I'll explain everything in the next few pages. Including how... with a few commonsense tweaks... you can adopt John Paulson's hyper-analytical approach and make more money investing, more quickly, and WITH MUCH LESS RISK.

But the clock is ticking. Because if my models are correct, the quality of corporate earnings flowing through Wall Street will hit a NEW LOW before you finish reading this invitation.

"Betting against low-quality stocks in this market is like shooting fish in a barrel"

"Nobody believes that corporate America is keeping honest books" -- *Peter Morici, CNN*

Hello. My name is John Del Vecchio, CFA. My formal training is in risk-control and forensic accounting. Like multi-billionaires John Paulson, Jim Chanos, and George Soros, I've spent my entire professional career working the "other" side of the Wall Street trade.

Digging behind the reported numbers, turning down the hype, peering through and around the smoke and mirrors...

I've been sought out at considerable expense by the nation's top-performing short mutual funds to identify high-probability, low-risk short candidates -- and to screen long-only mutual funds for potentially crippling "torpedo stock" positions.

I didn't come by this rare and sought-after ability naturally.

I learned from the best -- working side-by-side with the pioneers in the field. Including David Tice, head of the notorious Prudent Bear Fund, and Howard Schilit, best-selling author of the definitive classic, *Financial Shenanigans* and widely regarded as the father of earnings quality research.

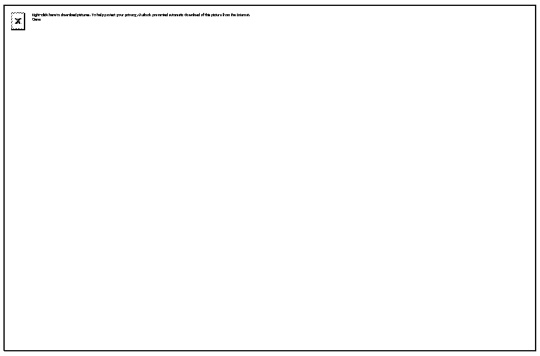
And I got my start right here at The Motley Fool. It was here, working with co-founders David and Tom Gardner, during the great dot.com bubble of the late 90s, that I first witnessed how divorced from reality even deep-pocket, professional investors on Wall Street and Silicon Valley can become...

And glimpsed the staggering piles of money that await anyone with the expertise, discipline, knowledge, and temperament to keep a clear head in the face of Wall Street's sloppy optimism.

That revelation changed my life forever. It earned me and my small number of institutional clients a great deal of money and culminated in the invitation you are reading right now.

My journey began on March 3, 2001...

That's when I left The Motley Fool and joined Howard Shilit at his prestigious Center for Financial Research and Analysis. It wasn't long after that I experienced the peculiar thrill that comes from sniffing out a high-conviction short idea and passing it on to a grateful institutional client...



In October 2001, software company Ciena Corp. was riding a 50% bounce off its September 11 lows. Wall Street was encouraged by the rebound and enamored with the company's reported revenue and earnings growth. ***I smelled a rat.***

Late nights on the phone and digging behind the numbers confirmed that despite the upbeat earnings reports, the company's cash flow from operations was actually plummeting...

Adjusting for stock option grants being lavished on top management, the situation looked especially dire. With a little more digging, I uncovered that headquarters was discreetly extending payment terms, especially to customers in Europe and Asia...

As a result, a critical metric I track religiously was on the rise. Worse still, even as the company was extending payment terms to prospective customers overseas, it was paring back its allowance (or reserve) for doubtful accounts.

If this sounds a bit arcane, don't worry. It's what gets me up in the morning! In fact, it's a fairly straightforward example of the kind of financial sleuthing I've conducted over the course of my career as a forensic accountant -- and that I'm offering to do for you as a charter member of my new equity research service, ***Motley Fool BIG Short***.

For now, suffice it to say that at Ciena my Red Flags were flying! By October 15, 2001, my conviction was high. **We strongly recommended that our clients either purge Ciena from their portfolios *or go short at once.***

Of course, Ciena's recovery was a mirage. Within two years, the stock plunged some 98% ... thousands of innocent, unsuspecting investors had been suckered in and wiped out... and our institutional clients were ecstatic.

Ciena's 98% plunge was the first of dozens of "high-conviction" winners...

I'll share more examples straight ahead, plus a documented accounting of my investing track record. I'll also give you a glimpse of the low-risk, high-return strategy that made it possible -- plus how my ***Motley Fool BIG Short*** strategy can work in harmony with your current long stock portfolio.

Before we dig in, there are a few emerging details surrounding today's anticipated opening I want you to be aware of...

- First, as I mentioned in my previous letter, I miscalculated. Shorting is a niche discipline even on Wall Street (my experience is that one in 50 *professional* investors has the foggiest idea how to go about it), so I assumed a small number would be interested...
- To my surprise (and pleasure), **76,735** of your fellow investors have raised their hands requesting more information about how to join. For reasons I'll explain in this invitation, we can only accommodate **2,500** members (less than 4% of those interested)...
- I think we will fill up sooner. But, in any event -- to make the experience as seamless as possible for our cohort of new members -- **we will stop enrolling new members at 11:59 p.m., Tuesday, September 21, 2010**. No exceptions are possible.

For those reasons, I urge you to take a few moments to read over this invitation right away. It may be the only time you see it. So let's roll. Beginning with something I pulled directly from a deck I typically reserve for institutional investors.

The simple revelation that stops the pros in their tracks...

Over the past 24 months, I have presented to no less than 200 institutions and 1,000 individuals -- professional investors every one. Nearly to a man, they cling to the same assumption you're probably clinging to right now.

It's not all their fault. They've been conditioned -- from business school orientation to the CNBC's Opening Bell -- to believe it's easy to find winning stocks... buy them... hold them for years, even decades... and ride off into the sunset.

After all, individual stocks and the broader market always go up over time, right? Well, yes and no -- but mostly *NO*. Let me tell you exactly what I told some of the highest-paid investors in the world, and you can decide for yourself.

"TWO-THIRDS of the stocks you are likely holding in your long portfolio will UNDERPERFORM a low-cost, broad market index." I'll prove it!

A hedge fund called Blackstar Funds analyzed the price movements of every stock traded on all three major U.S. exchanges from 1983 - 2006 (a notoriously BULLISH period for stocks) and confirmed the following startling results:

- 64% of stocks (roughly two-thirds) underperformed the Russell 3000 proxy for the broader market, *dividends included*
- 39% of stocks had a negative total return. **Two of every five stocks LOST money.**
- 18.5% of stocks lost at least 75% of their value. **Nearly one in five stocks was a catastrophic, "torpedo stock" investment!**

Even more striking, the average compounded annual return for those 8,054 stocks was a MINUS 1.06%. Again, *this was during one of the greatest bull markets in history*, yet the average U.S. stock actually LOST you money!

Surprised? You're not alone. Ninety-five percent of the professional investors I meet with are completely unaware of the daunting odds I just shared with you. They simply *assume* stocks always go higher, and that they can pick winners.

And it only gets worse for long-only, buy-and-hold investors: To see why, take a quick look at this table, also created from the Blackstar study...

Stock	1983-2006	Since 2007
General Motors	**25,316%**	**-100%**
Fannie Mae	**8,531%**	**-99%**
Citigroup	**5,519%**	**-90%**
Bear Stearns	**4,691%**	**-100%**
American Intl. Group	**3,974%**	**-98%**

It seems improbable, but in just the three years since 2007, three of the biggest, most widely held WINNERS from the Blackstar universe went to zero -- yes, BANKRUPT. The other two coughed up 90% of their market value *or more*. Amazing as it sounds, this is business as usual.

Consider...

> In 1989, 14 of the 20 largest companies by market value in the world were from Japan. Ten years later only three Japanese companies ranked in the top 20. By 2007, there were a grand total of *zero* Japanese companies in the Top 20.
>
> In 1979, Eastman Kodak, Bethlehem Steel, General Motors, Polaroid, Xerox, and General Electric were the "indestructible" businesses. Thirty years later, every one is either bankrupt, has been bailed out by the government, cut its dividend to next to nothing, or is trading for less than it was in 1970!

Remember, these weren't just any companies plucked randomly from an index. These were THE leaders of their time, the best of the so-called "Nifty Fifty" stocks. Stocks you could buy and lock away forever!

That's a lot to digest. But understanding what I just showed you is crucial to the first of three fundamental advantages that made John Paulson's "Greatest Trade Ever" a reality...

To put it bluntly, 99% of investors had their heads in the clouds, *but John Paulson stacked the odds solidly in his favor.*

At ***Motley Fool BIG Short*** we'll put this simple, overlooked insight to work making money for you every day. But playing the odds is just the beginning.

When you're a member of ***Motley Fool BIG Short***, you won't be betting against the broader market or even just *any* stock -- I'll personally TILT the odds dramatically in your favor.

Remember, I'm a forensic accountant by trade...

You've seen how, by sniffing out financial shenanigans at Ciena Corp., I was able to make a ton of money for my institutional clients at Howard Schilit's Center for Financial Research & Analysis (CFRA)...

Ciena was one of dozens of high-probability, high-conviction short ideas I uncovered while blasting through the grueling Chartered Financial Analyst examinations and honing my financial sleuthing skills as lead analyst at CFRA...

SERENA Software

In July 2001, I detected creeping receivables (as reflected in days sales outstanding) coupled with an overlooked tax boost to earnings at SERENA Software, a maker of what's called software change management solutions.

Further digging revealed additional evidence of low-quality earnings, including a boost from an apparent reversal of bad-debt reserves, a slowdown in deferred revenue, and an EPS boost due to "rounding." Wall Street was asleep at the switch. **One year later, the stock was down 55%.** Our clients were ecstatic.

Netegrity

In August 2001, I uncovered a subtle disconnect between revenues and accounts receivables at Internet software company Netegrity. Management cited a "back-end-loaded quarter," ***but I smelled a rat.***

Further digging revealed that the company was aggressively recognizing revenues. While at the same time overstating profit margins -- in my view, masking weakness in its high-margin consulting business. Wall Street didn't care. **One year later, the stock was down 89.8%.**

InterVoice-Brite

In October 2001, I again uncovered creeping receivables and generous payment terms, reflected, among other key metrics I was tracking, in rising days sales outstanding (DSO) at telecommunications equipment provider InterVoice-Brite.

Management denied everything. But my research confirmed that extended payment terms were pulling revenues forward and masking a slowdown in the company's international business. Wall Street was unfazed as decreased allowances for doubtful accounts artificially boosted reported earnings. Big mistake. **One year later, the stock was down 86.11%.**

Again, these are just a few examples. Taken together, the short ideas I uncovered -- and that Howard Schilit and I passed on to some of the nation's top institutional investors (at $4,000 *per month*) -- outperformed the S&P 500 by 26 percentage points.

I will work as diligently -- and expect to perform at least as well -- for you at *Motley Fool BIG Short*

In fact, I intentionally chose CFRA, Howard Schilit's legendary shop in Rockville, Maryland, as the blueprint for my ***Motley Fool BIG Short*** service -- and will operate the service in much the same manner that worked so well for our high-paying institutional clients.

That means I won't be recommending two ideas every month on a publication schedule as you might expect from an ordinary "retail" investment advisory. Nor should you expect a "portfolio" service where I'll spend time shuffling positions and fine-tuning allocations.

Instead, I'll focus my energies exclusively on three critical tasks:

1. Providing you with the best institutional-quality stock research and analysis available,
2. Enhancing and optimizing my proprietary EQ Scan model (more on this just ahead), and, most importantly,
3. Scanning the market for troubled companies and finding you the "big kills" – only the best opportunities the market has to offer (and *this* market offers plenty as you're about to see)...

These are what I call "high-conviction" short candidates -- and they're the very same types of opportunities I consistently identified and wrote up while working at CFRA. In other words, and I can't stress this enough...

Unlike other so-called experts who provide information and scatter-shot recommendations to "retail" short sellers, I'm not concerned with companies that are merely overvalued or overhyped on Wall Street...

Not even extreme cases where, *in my professional opinion,* Wall Street earnings expectations are clearly out of control. Life's too short. Situations like these can persist for months, even years.

They're frankly too risky for you to take a flier on. Especially when there are plenty of companies where *I can clearly identify* aggressive accounting... deteriorating business fundamentals masked by management finagling... even outright fraud.

In fact, whatever you decide today, I'll make this binding commitment to you in writing right now...

> "You won't hear about a company in ***Motley Fool BIG Short*** unless I have first uncovered specific, *incontrovertible* evidence of aggressive or fraudulent accounting -- and it's clear to me that these irregularities are causing investors to vastly overpay for the stock."

I call this *a commitment to intellectual rigor*. It's the second element we'll steal from John Paulson's "Greatest Trade Ever" -- and can help you make more money with LESS RISK than you are making right now.

Think about it. John Paulson didn't risk his career and reputation betting against Goldman Sachs, Alan Greenspan, and AIG simply because he *thought* investors were giddy and housing was overvalued...

John Paulson and his team conducted thousands of hours of research... tore through the prospectuses of the securities they were betting against... abstracted and catalogued the smallest print and every footnote...

In short, before they bought a single Credit Default Swap (CDS), John Paulson and his army of researchers did the hard work the cheerleaders on Wall Street should have been doing but were not.

That's the compulsive level of research I pledged to provide for my institutional clients -- and it's the kind of research I will provide for you when you join me as a member of ***Motley Fool BIG Short***. Now prepare yourself, because here's where it gets good...

"The age-old scandal that essentially puts money in your pocket ..."

I admit it. You shouldn't be able to get rich shorting stocks. If markets are efficient as we've been taught, I should NOT be able to consistently identify stocks that outperform the broader market --

long or short.

Yet, I've been doing it for years. What gives? In her book, *The Art of Short Selling*, tireless educator and financial sleuth Kathryn Staley asks the very question that plagued me as I watched the Internet bubble expand from 1995-2000...

> "Money managers and individuals alike find that it is tough to make consistent profits in the financial markets. Why, then, do short sellers always find broad gaps in stock valuation that can lead to dramatic price drops?"

Here's why *and how*. Though exceedingly rare, *successful* short sellers consistently earn outsized returns for three reasons. The first reason is simple mathematics...

- **There are fewer short sellers than long sellers.** I can tell you from my years in the business that there are no more than 50 legitimate short sellers working professionally (and many fewer with any skill at all). Meanwhile, there are untold thousands of traditional of equity analysts from Wall Street to Silicon Valley, all looking for the same "underpriced" stock to buy.

Among other things, this imbalance contributes to inefficiencies in stock pricing -- *almost always on the short side*. Combined with the statistical certainty that more stocks ultimately lose than win, this creates a massive untapped opportunity for opportunistic investors.

The second reason why savvy short investors seem to consistently defy the Efficient Market Hypothesis (EMH) relates to how this glut of "equity analysts" are trained and compensated...

- **Wall Street analysts are brainwashed bulls.** Unlike doctors, and even mechanics, stock analysts aren't trained using examples of a company *in decline*. Rather, from B-school through retirement, they are conditioned to spot "great" companies -- driven on by relentless business concerns, sleazy management teams, and cozy investment banking relationships.

The resulting concentration of optimism on Wall Street, evidenced by euphemistic "buy" and "hold" ratings, injects more upward bias into stock prices -- making for even greater inefficiencies in short-term stock prices that can be exploited by short sellers.

The final, and most insidious, reason it's easier to make money selling stocks short than buying stocks is "the age-old scandal that puts money in your pocket..."

- **Professional investors and stock analysts simply don't do the work.** It's one of the great vocational scandals of our time, but equity analysts rely on what is essentially company PR for 95% of the "research" they conduct. They frankly don't have the skills or time -- nor are they incentivized -- to identify the tell-tale signs of financial chicanery and accounting fraud.

Meet one of Wall Street's top forensic accountants...

Digs behind the reported numbers, turning down the hype, peering through and around the smoke and mirrors...

Routinely sought out at considerable expense by the nation's top-performing short mutual funds to identify high-probability, low-risk short candidates...

...and enlisted to screen long-only mutual funds for potentially crippling "torpedo stock" positions.

2001-2002 -- As lead analyst at the prestigious Center for Financial Research & Analysts -- outperformed the S&P 500 by 26 percentage points per idea.

2003-2007 -- Produced short research for David Tice's Prudent Bear Fund. Short ideas outperformed S&P 500 by 15 percentage points -- during strong bull market.

2007-2010 -- Managed the Ranger Short Only portfolio. Outperformed S&P 500 by 40 percentage points.

Beat the market nine out of the last 10 years.

Hedge fund managers routinely pay Del Vecchio $15,000 to research and write up a single stock idea...

Read on for how you can get John Del Vecchio's high-conviction short ideas for a fraction of the price.

76,735 are interested, 2,500 can join!

I know. If I hadn't sat in these guys' offices, I wouldn't believe it either. Forget the footnotes, small print and overlooked 8k filings gathering dust, most professional investors -- including those running billions of dollars -- simply do not take the time to read annual and quarterly reports.

And none but a tiny subset of those who do bother to read the filings has the time or energy to perform the level of fine-toothed analysis required to identify subtle changes in accounting procedures or telltale signs that a fraudulent company is cooking the books.

If you're still not convinced, ask yourself this: If I'm wrong, and equity analysts truly earn their keep, could Enron, Worldcom, Global Crossing, Tyco, AIG, or even Lehman Brothers have gotten so out of hand -- or inflicted such devastation on hardworking U.S. investors?

And could John Paulson really have earned $3.7 BILLION in one year?

Impossible. But it happened. All because Wall Street simply isn't set up to promote serious earnings quality research. Otherwise there would be more than a handful of us who can do it.

How to know if *Motley Fool BIG Short* is right for you...

If you're still reading, there's a good chance you agree that there is big money to be made shorting low-quality stocks. There's also a good chance that ***Motley Fool BIG Short*** is exactly the service you've been waiting for.

To be sure, see if you can spot yourself in the following profile I came across recently in *The Art of*

Short Selling. To paraphrase author Kathryn Staley, most successful short sellers are...

1. **Hard-working and creative people who enjoy going against the grain and competing with the "mind" of Wall Street.** Enjoy solving puzzles that other people find frustrating, confusing, or unsolvable. Not likely to own a Rolex or other trapping of success, they are likely to have a wry, slightly twisted sense of humor...

2. **Normally at odds with Wall Street and enjoy beating highly paid, highly visible Wall Street analysts.** The conflict of interest inherent in the job of a Wall Street analyst strikes the successful short seller as a consistent reason for flawed information and bad advice. Short sellers are contemptuous of analytical skills that primarily regurgitate the management line...

3. **Skeptical with a constructive, optimistic bent.** There is a certain measure of the moralist in short sellers. Detectives on Wall Street, they enjoy revealing the emperor without his clothes and relish the collapse of an overvalued empire. The most important characteristic is the ability to remain analytical when other people panic.

To these I would add a burning desire to be RIGHT... and a firm commitment to consistently making money on your investments *year in and year out* -- regardless of whether the bulls or bears are running on Wall Street.

If this sounds like you, congratulations!

You may be just the right candidate to profit from ***Motley Fool BIG Short***. Before I tell you how to sign up, here's one more unique and extremely valuable benefit you can expect to receive as one of our 2,500 charter members.

Join today and you also get unlimited access to EQ Scan -- the only fully automated earnings quality model of its kind...

As a member of ***Motley Fool BIG Short*** you'll have exclusive access to my top "high conviction" short ideas just as soon as I confirm them.

But that's not all. You'll also have exclusive, unlimited access to EQ Scan, my proprietary earnings quality model.

The internals of the model are necessarily proprietary. After all, EQ Scan embodies everything I've learned during my career working with the top forensic accountants in the field. But I can share a little of how it works...

Like a team of sleepless robot stock analysts, EQ Scan constantly screens 1,500 publicly traded companies, twenty-four hours a day, seven days a week, scanning for changes in key metrics to help alert you to deteriorating earnings quality...

- **Income statement analysis.** Unlike traditional Wall Street "analysis" that focuses on the "bottom line," the higher a Red Flag on the income statement, the greater the impact on the EQ Score. Starting with the all-important income statement, EQ Scan analyzes the financials from top-line revenue down to the least important "bottom line" earnings -- searching for hidden signs of a deteriorating business.

- **Earnings management.** Unlike most analysts, EQ Scan never takes a company's reported revenue, earnings, or cash flow at face value. To boost results, management may pull revenue forward from a future period or offer extended credit terms to customers. Using proprietary algorithms developed over my career as a forensic accountant, EQ Scan constantly monitors a range of metrics for clues that management is aggressively managing earnings.

- **Aggressive accounting**. From irregular accounting of inventory and receivables... to treating an expense as an asset... to boosting current period earnings by reversing a previous reserve, there's no end to the tricks management will resort to in order to mask a deteriorating business and boost a share price. Wall Street analysts are snowed. EQ Scan was specifically engineered to EXPOSE such shenanigans.

Sound complicated? Well, it is. For me, not you!

Simply enter a ticker into our EQ Scan model. The model instantly returns a proprietary measure of the company's earnings quality (expressed as a letter grade with "A" being the highest and "F" the lowest)...

Plus a detailed one-page "heat map" report showing you exactly how the company's key financial metrics have changed quarter over quarter and year over year -- plus over the trailing 12 months (TTM).

I'm so confident in my EQ Scan model, I use it as my primary screen to alert me to potential short candidates with declining businesses, deteriorating earnings quality, or early evidence of financial chicanery.

You can see why I say that your unlimited access to my EQ Scan model is one of the great benefits of joining ***Motley Fool BIG Short*** -- and worth the entire price of your membership.

I foresee great interest in my EQ Scan model and fully expect The Motley Fool to provide access to it in some form to professional investors in the future -- *for a hefty price*.

But when you're a member of *Motley Fool BIG Short*, you don't pay a cent. You have full, exclusive access to this one-of-a kind proprietary tool.

Simply enter any company into the model... **and get as many EQ Scans as you want, FREE.**

A word on risk (and how we'll avoid it)

As revolutionary as my EQ Scan model is, you're really joining ***Motley Fool BIG Short*** for my "high conviction" short ideas -- the troubled companies you will sell short in pursuit of market-beating gains.

I wouldn't be doing my job if I didn't say a few words on the risks involved in this strategy. Beginning with the oft-repeated notion that, when you're short a stock, your potential losses are unlimited.

Theoretically, this is true and worth considering. But there are two reasons why, for you, this risk is overblown. First, as I often tossed out as an icebreaker to my apprehensive institutional clients: "I've seen many more stocks at zero than at infinity."

Of course, there is an important element of truth to this quip. We've demonstrated clearly that very few stocks ever go on to be massive long-tem winners -- much less to infinity. Also how this is especially true of companies that I have identified as having low-quality earnings, *or worse*.

Plus, when you're a member of ***Motley Fool BIG Short***, you have an added layer of protection...

My team and I will constantly monitor every open short trade on our books -- instructing you to cut your losses the instant our investment thesis changes or if the trade simply isn't playing out the way we planned.

Finally, because my experience working with institutional clients taught me that no two investors have the same tolerance for risk, I will offer you a variety of straightforward hedging strategies to customize your experience and mitigate your risk -- *along with every high conviction short idea I pass on to you.*

I might recommend that you pair a short trade with an equal long position in a broad market index fund, for example. This is a fantastic and much-overlooked means of hedging a short position, and one of the best strategies for booking a handsome return *with very little risk.*

In some cases, I'll recommend a niche index to hedge against -- a sector or industry exchange-traded fund (ETF), for example -- along with specific guidance on my level of conviction and how much, if any, I recommend you hedge the position.

In other cases, where appropriate, I'll show you how to "pair" your short position with a long position in a stock you already own or a high-quality recommendation you are considering buying.

Ultimately, the choice is yours. I will pass on my very best high-conviction short ideas. I'll tell you exactly when to open and CLOSE your postion, plus my level of conviction. YOU will always decide how much -- or how little -- risk you want to take on with any given trade.

Why *Motley Fool BIG Short* is "a perfect complement to your current long stock portfolio..."

Hedge fund managers and so-called accredited investors have known this for years... Portfolios made up of long AND short positions offer you the best and safest opportunity to earn "bull market" returns in this volatile, low-return market.

Whitney Tilson, manager of the wildly successful hedge fund T2 Partners, keeps 20% of his clients' overall portfolio short. Over the past "lost decade" for stock investors, Tilson's fund has managed a staggering 158% total return.

That's breaks down to 9% per year, enough to turn every $10,000 invested into $26,000. By comparison, that same $10,000 invested in the S&P 500 grew to just $10,900 -- *less than what you could have earned in a plain vanilla savings account.*

Now imagine what you could earn by combining a 20% short position -- made up of the low-quality stocks I hand-select for you after exhaustive earnings quality research -- with your current long portfolio of high-quality stocks.

You can agree the possibilities are fantastic. That's why my ***Motley Fool BIG Short*** strategy and every one of my short trades I will recommend to you are designed exclusively to work *in tandem* with your current long portfolio – accounting for maybe 15%-20% of your overall stock exposure.

That's also why I am so eager to launch ***Motley Fool BIG Short*** in this historic market.

A few final things to consider if you're ready to step up...

First, if you haven't already opened one, you will need to open a margin account. This is fairly straightforward, requiring simply that you return a signed form to your broker.

Even better, now is the perfect time to look into acquiring more sophisticated tools. You see, while you can easily short most U.S. stocks through your current online or full-service broker, I want you to get the best execution (and price) possible.

And the best way to accomplish this is to set up an account with a more advanced, professional trading platform. With very little effort, you'll be trading with the same performance, access, and execution as I have working with my "prime broker" on Wall Street.

Don't worry. Setting up your new account is not a requirement for joining ***Motley Fool BIG Short***. And if you do decide to make the move up to a professional-grade platform, I've made it as easy as possible for you and will be with you every step of the way.

Just as soon as you join, I'll show you an elegant demo, explaining exactly what I'm talking about, including all the advantages you'll enjoy, and walking you step-by-step through exactly how to open your new account.

Again, setting up on a professional platform is not required. But now that you're stepping up to a new level of institutional quality stock research, I think you'll enjoy stepping up to professional-grade tools.

"Almost all of the really big trouble..."

"That you're going to experience in the next year is in your portfolio right now"
-- *Charles Ellis, "The Loser's Game."*

Ellis is right. Studies by Henry Latane, Charles Jones, and Rich Rendleman confirm that negative earnings surprises affect stock prices more than positive surprises...

And that the effects persist over time.

Robert Hagin coined the phrase "torpedo stocks" to describe the devastation to your portfolio when high earnings expectations give way to earnings disappointments.

This is why professionals pay thousands per month for this research though they never short a stock.

And why Motley Fool Co-founder Tom Gardner says you don't need to short stocks to profit from *Motley Fool BIG Short.*

Purging just one potential "torpedo stock" from your current holdings could be worth many times the membership fee.

My proprietary EQ Scan model makes this easier than you might think. Read on for how you can get full unlimited access.

Read on for how you can get John Del Vecchio's high-conviction short ideas for a fraction ofthe price.

You can understand why this is a very limited opportunity...

By now you're aware that more than 75,000 of your fellow investors have raised their hands requesting more information about how to join ***Motley Fool BIG Short***.

All 75,000 are reading this invitation along with you right now.

Yet we can only accommodate 2,500 members (roughly 4% of those interested). This is not a sales tactic or gimmick.

Frankly, I don't know how many members will accept our offer to help set up a professional-grade trading account. Thus, while I will not recommend heavily shorted, hard-to-borrow stocks, we can't risk having too many members crowding into my trades.

In certain cases, discount brokers might struggle to borrow shares and your execution or costs could suffer. It was after discussing the situation with representatives from the nation's top brokers that we decided to cap our membership at 2,500 members.

To our knowledge, this type of research has never been offered to individual investors, and limiting our enrollment is the only way we can offer the best possible experience for our members.

As for the cost of joining, I don't exaggerate when I tell you that institutional clients routinely paid on the order of $4,000 *per month* for the research I produced at CFRA. The research expenses at David Tice's Prudent Bear Fund and the Ranger Short Only Portfolio, which I managed from 2007-2010, were considerably higher.

And, today, when a hedge fund or mutual fund manager comes to me with an idea or a current portfolio holding to research, I'll routinely charge $15,000 to perform an analysis and deliver my opinion and write-up.

Motley Fool Big Short will require a good deal of resources, tools, and old-fashioned hard work. Frankly, if cost is a deal breaker for you, it may be that ***Motley Fool BIG Short*** isn't the right service for you at this time.

Join today... and save $1,000

For all the reasons we've discussed today, ***Motley Fool BIG Short*** costs a bit more than your typical investment advisory service. I think you'll agree it's worth every penny.

Even so, I want to give you a $1,000 voucher you can use today, as my personal thank you for requesting my research and for taking the time to hear me out today. So let's run some numbers...

Ordinarily one year of ***Motley Fool BIG SHORT*** costs $2,999. That's a considerable investment I know, but I think it's a remarkable deal for the exact same quality of research that costs institutions thousands of dollars a month.

And, remember, you can knock $1,000 right off the top. When you respond to this private invitation, you pay $1,999 for the full year. But I hope you'll act as quickly as possible.

Again, we can only accept 2,500 members and history tells us that these spots will fill up quickly -- maybe it will take a few days, maybe just a few hours.

If you don't get in, we will place you on our waiting list in case we get some "looky loos" who take advantage of our generous guarantee or some sincere members who are unable to stay with the service. But there is no guarantee we will open to new members again.

So, please don't risk missing out. ***Motley Fool BIG Short*** promises to be a rich and rewarding experience and one that could make a big difference to you and your family for generations.

Of course, you don't risk a penny today

Truth be told, I didn't set the price for this service. I think it's too low. Interest in joining the service is high, the number of available seats is low, and we're frankly not excited at the thought of "looky-loos" taking seats from members who are serious about checking out the service.

This is serious, institutional-quality stock research, after all. And it may simply not be appropriate for every investor who might like to join.

That being said, I admire what The Motley Fool stands for. Our founders David and Tom Gardner simply wouldn't feel right if you jumped into something and then felt differently about later.

That's why I'm happy to make you this promise: if you join today and *at any time during your membership* decide that you're not 100% happy with your decision to come on board, I'll gladly refund the entire remaining value of your membership -- NO QUESTIONS ASKED.

There's no need to say more. Whatever you decide today, I hope this makes you feel 100% secure in your decision.

"Most classes of investors now view U.S. stocks with distrust." -- *Doug Kass, RealMoney.com*

They say that the worst enemy of a short seller is a bull market. That may be half-true.

Even bad stocks can defy gravity in a frenzied bull market. But in the end, the truth wins out -- even in the greatest bull markets in history.

And believe me, we are NOT in a frenzied bull market.

Political vitriol... tax uncertainty... staggering unemployment... skyrocketing sovereign debt... and some of the lowest-quality corporate earnings in a generation...

This is where we are right now. These are all legitimate, lasting concerns for stock investors looking to grow and protect their wealth over the next decade.

More and more every day, it looks to me as if we are setting up for -- if not another lost decade -- certainly a long-term, volatile, low-return environment for stock investors.

I don't exaggerate when I say that shorting low-quality stocks in this market is like shooting fish a barrel.

And while this too shall pass, I'm also realistic...

If we do suffer ANOTHER 60% stock market collapse -- or worse -- I've made the tactical decision to have 20% of my portfolio short. I think you should, too. But you MUST be short the right stocks.

"The catastrophe was foreseeable, yet only a handful noticed" -- *Michael Lewis, The Big Short*

Listen, a handful of individuals have a knack for identifying winning stocks. But they're few and far between.

Picking winning stocks -- *even in a bull market* -- is a tough way to make a buck.

Too much depends on your ability to accurately forecast future revenues and cash flows -- not to mention the price multiples investors will pay for those earnings...

Such things are notoriously difficult to predict, and there's a ton of competition vying for the next great "buy." Why not choose the easier path?

It worked for Jim Chanos... it worked for George Soros... and it just worked for John Paulson to the tune of $3.7 billion.

And that's simply to forget the "predictions" and invest where you have an *information advantage*. To make money in this market, **you simply have to KNOW something others don't.**

Of course, "an information advantage" is the third, most critical, factor that led John Paulson to "The Greatest Trade Ever..."

And it's exactly what I'm offering you when you click the button below, lock in your special $1,000 launch day discount, and join me at ***Motley Fool BIG Short*** today.

Remember, we can only accommodate 2,500, and history tells us that seats are already filling up fast.

So, please, if you're interested in taking advantage of this launch day invitation, I urge you to click the button below and get started right now.

START NOW

Kindest regards,

John Del Vecchio, CFA

PS: I've never understood why the tools required to consistently make money in a market like this are only available to professionals and ultra-wealthy individuals. That's why I am so pleased to be back at The Motley Fool, helping individual investors like you take advantage of the ENTIRE stock market to attain your long-term goals. I wish everyone could join us, but it's just not possible. Please don't risk being disappointed. Click here now.

PPS: Remember, we will stop enrolling new members at 11:59 p.m., Tuesday, September 21, 2010. So don't wait. If you click the "Start Now" button now and are redicrected to a waiting list, go ahead and add your name. I'll be in touch if and when a seat opens up. Cick here now to start.